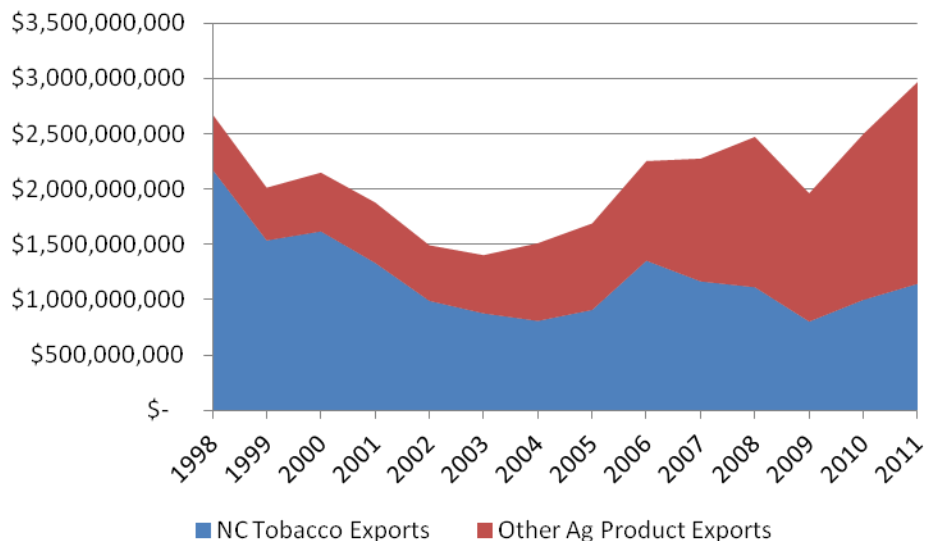


## got to be **NC** AG EXPORTS



Before the tobacco buyout, North Carolina exports were primarily tobacco based. Tobacco remains our #1 export in value terms, but North Carolina is increasingly diversifying its export portfolio and more importantly, becoming more dependent on exports. Here are four examples of target markets NC Agriculture hopes to work on in 2013.

### **Sweet Potato Domestic Market Oversupply**

Sweet Potato production has become one of the most profitable crops in North Carolina. As a result, there has been an increase in production. That increase has led to oversupply in the domestic market. The North Carolina Sweet Potato Association is asking to work with NC Ag to expand market demand in Europe where there are strong opportunities for market expansion. Currently one out of every four rows of sweet potatoes are exported, with expectations that it will soon be one out of every two.

### **China to Counter Smoking Trends Elsewhere in the World**

While tobacco consumption is declining in the US and other developed countries, Euromonitor reports that volume growth is expected to continue. Growth in population in Asia-Pacific will keep cigarette volumes up, outweighing falls in most developed countries. Commissioner Troxler has targeted China Tobacco, the #1 company in volume growth with a monopoly in the world's largest market. Currently two out of every three rows of tobacco are exported. NC Ag is targeting a doubling of exports to China.

### **Demand for Forest Products Switching from Domestic Paper to International Fuel**

As demand for paper falls in the computer age; demand for bio-fuels worldwide is increasing. NC Ag, working with NC Ports plans to make NC a hub for wood chipping for international bio fuels operations, focusing on the upper half of the tree which currently has limited if any value.

### **Market Size Opportunities for Specialty Foods**

A big sale for specialty food companies in the US is measured in pallets. In the international market, it is measured in 40 foot containers. NC Ag, building on recent successes from TW Garner, Ms. Jenny's Pickles and Bone Suckin' Sauce wants to build on that momentum and turn small family businesses into large scale international exporting companies.